

# ALAN



A Campaign to Build the Reimagined Kaleideum



# Let's Go ALL IN for Kaleideum

Join us in transforming the  
heart of downtown Winston-Salem  
into an extraordinary place that brings  
our community together.

# An vitation for All

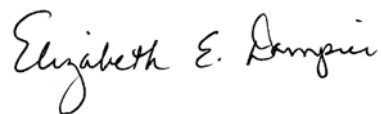
At Kaleideum, we believe that when we engage in experiences in a rich learning environment alongside people who may look different from us or have a diverse perspective, then our learning is deeper, as is the growth in our skills and our capacity to appreciate the viewpoints of others.

The reimagined Kaleideum building is the embodiment of these beliefs and represents a revolutionary revisioning of how we, as a community, can live, learn, and play together.

Each year, Kaleideum welcomes almost 200,000 people from our local community and throughout the region. Around 25,000 students from North Carolina and Virginia visit on field trips, with approximately two-thirds coming from schools participating in the Title 1 program. Additionally, some 13,000 visitors access the Museum's learning experiences through our many discounted and free admission programs.

With our new location in the heart of Winston-Salem, we will have even greater outreach and impact. We will orient future generations for success through richer experiences, increased access initiatives, and even more fun.

We can't do this alone. Will you join us? We're **ALL IN!**



Elizabeth Dampier  
Executive Director





*We are literally and figuratively building on the legacy of these storied institutions and all the committed individuals whose foresight, imagination, and commitment have led us to where we are today.*

— Shelley Holden, Campaign Chair

## Two Institutions Become One

In 1962, four women, on behalf of the Junior League of Winston-Salem, introduced the idea for the Nature Science Center, housed in the barn at Reynolda Estate, that would become a permanent part of the educational and recreational landscape for Winston-Salem. Later, the center moved to Hanes Mill Road and changed its name to SciWorks, expanding exhibits and broadening its science education.

To celebrate its 75th anniversary, the Junior League established The Children's Museum of Winston-Salem as a gift to the city and opened its doors in 2004. Designed with a literature-based theme, the museum focused on experiential learning and the educational benefits of play through literature, storytelling, and the arts.

The Children's Museum and SciWorks began talks of collaboration in early 2015, and on July 1, 2016, the two museums officially merged into a single entity committed to reimagining the way we learn and more effectively meeting the needs of our diverse community. In February 2017, the organization announced its new name: Kaleideum, a combination of kaleidoscope and museum.



1964 | Nature Science Center opens in the barn at the Reynolda Estate.



1970s - 1990s | Nature Science Center moves to Hanes Mill Road and becomes known as SciWorks.



2004 | The Children's Museum of Winston-Salem opens on Liberty Street in downtown Winston-Salem.



2016-2017 | The Children's Museum of Winston-Salem and SciWorks merge and become known as Kaleideum.



*Kaleideum has been a big part of my childhood. It has always had a positive impact on me and gave me and other kids a safe and enjoyable place to have fun. Because of Kaleideum I've created a passion for science and engineering. It opened up new ways for me to think about things.*

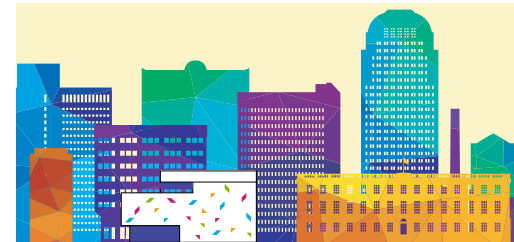
- Landon Suber, age 14



May 2018 | Forsyth County Commissioners approve funding for a new building for Kaleideum in downtown Winston-Salem.



August 2021 | Groundbreaking is held at the new site for Kaleideum.



Fall 2023 | Expected completion date for Kaleideum.



*When you look at other cities that have done something similar to Kaleideum, it has been one of the single most catalytic events in the economic development of their communities. Kaleideum's new location and building are at the intersection of opportunity and excellence and can do the exact same thing in downtown Winston-Salem.*

— Coleman Team, Partner,  
Front Street Capital

## **In the City of Arts & Innovation**

Kaleideum's new, highly accessible location on the corner of Third Street and Town Run Lane provides a family destination that links Winston-Salem's arts and cultural district to the north and the historic civic district to the south. Flanked by two public spaces, Merschel Park and Liberty Plaza, the site serves as a connectivity hub for our community.

At five stories and nearly 70,000 square feet with an expansive rooftop, the building is grounded in the idea of experiencing spaces and places from diverse perspectives. Inspired by the geometric forms and triangulated shapes captured in a kaleidoscope, the new museum is a fusion of art and innovative design.

The reimagined Kaleideum will provide expanded access to all Forsyth County residents while playing a central role in downtown Winston-Salem's renaissance. As a regional destination for families and lifelong learners, Kaleideum – located in the heart of the city – is at the intersection of live, work, and play.

Kaleideum's future impact as a **Top 30 regional attraction** is estimated at  
**275,000 visitors annually** and **\$10 million** in total economic impact for Forsyth County.



Third Street

North Church Street

North Main Street

North Liberty Street

Second Street

Cherry Street

Marshall Street



Town Run Lane

Kaleideum



# Come on



Throughout the new exhibitions, Kaleideum invites the community to take on the role of both artist and scientist to explore the places where STEM, arts, and literacy overlap. Exhibits are hands-on and open-ended so that each visit brings something new to create or discover.

As visitors experience unique spaces, they learn by observing, asking questions, and exploring scenarios. They collaborate with each other at the intersection of disciplines, cultures, and generations. And in doing so, visitors learn from each other. The result is a more equitable, inclusive, and vibrant community that is prepared for the future.

Kaleideum has planned nine exhibitions that allow for multiple types of engagement and appeal to visitors of any age or developmental stage.

- **By Design** (page 11)
- **In Motion** (page 14)
- **Digital Dome** (page 15)
- **Our Nature** (page 18)
- **Storytelling** (page 19)
- **Wonders of Water** (page 20)
- **Try It! Studio** (page 24)
- **Little Learners** (page 25)
- **Rooftop Adventure** (page 26)

*\*Kaleideum will honor our generous supporters of \$15,000 and up with naming opportunities throughout the new building. Donors of \$5,000-\$14,999 will be recognized in an artistic installation in the lobby, and donors of \$250-\$4,999 will be listed on our community wall outside the Multipurpose Rooms.*

## Level 1

- 1 Main Entrance Vestibule.....\$25,000
- 2 Main Lobby .....Reserved
- 3 Main Welcome Desk.....Reserved
- 4 Handwashing Station.....\$15,000
- 5 Group Entrance Vestibule.....\$25,000
- 6 Group Lobby.....\$25,000
- 7 Group Welcome Desk.....\$25,000
- 8 Community Wall\* .....\$250+
- 9 Multipurpose Rooms A.....Reserved
- 10 Multipurpose Room B.....Reserved
- 11 Gift Shop .....Reserved
- 12 Gift Recognition Wall\* .....\$5,000+
- 13 Cafe .....Reserved
- 14 Cafe Patio.....Reserved
- 15 Wellness Room .....Reserved
- 16 Elevators.....Reserved
- 17 Main Stairwell.....Reserved
- 18 By Design
  - Graphic Design: Kaleidoscope .....\$25,000
  - Architecture: Keva Nooks.....\$50,000
  - Computer Programming .....\$25,000
  - Mural Design .....\$25,000
  - Body Art .....\$25,000
  - Pottery .....\$25,000
  - Entry Hallway Experience.....\$15,000
  - Furniture Prototyping.....\$15,000
- 19 Interactive Lobby Launch .....\$150,000



Multifaceted, open-ended experiences will prompt visitors to **test** theories, **seek** answers to questions, **think** critically, **shift** perspectives, and **explore** at their own pace.

# Level 1



## 2

## Main Lobby

Start your adventure in the bright, colorful **Main Lobby** with interactive elements that welcome visitors and give children a chance to begin their explorations.

Level 1



## 18 By Design

Construct a building, craft pottery, model furniture, code a light show, or design a tattoo. In **By Design**, you can dream about how you will leave your mark on our city, county, and beyond.



*We want to grow young minds and inspire our children.  
Having a place that's safe like Kaleideum allows for children  
from all parts of the community to learn and grow together.*

– Catrina Thompson, Chief of Police  
for the City of Winston-Salem

## Level 2

20	Wellness Room .....	Reserved
21	In Motion Exhibit Hall	
	Circuits.....	Reserved
	Roller Coaster Wall.....	\$100,000
	Spinning Table.....	\$50,000
	Motion Capture Labs (2).....	\$50,000 ea
	Racetrack.....	\$25,000
	Social Projections* .....	\$15,000
	Track + Scooters* .....	\$15,000
22	Kaleideum Classics	
	Amazing Airways.....	\$50,000
	Vacuum Air Chair .....	\$25,000
	Pedal Power .....	\$15,000
	Gear Wall .....	\$15,000
23	Feature Exhibit Hall.....	Reserved
	Trains + Transportation* .....	\$100,000
	Dinosaurs* .....	\$100,000
	Science of Sports* .....	\$100,000
	Grocery Store* .....	\$100,000
	Lights Colors Patterns* .....	\$100,000
24	Digital Dome .....	Reserved
25	Think Tank Side A .....	Reserved
26	Think Tank Side B.....	Reserved
27	Classroom Welcome Desk.....	\$15,000
28	Classroom 1.....	\$25,000
29	Classroom 2.....	\$25,000
30	Classroom 3.....	\$25,000

\* Indicates rotating exhibitions.



Kaleideum's vision is for a creative, innovative learning ecosystem that  
**equips** and **empowers** us all to make a difference in our ever-changing world.

# Level 2



21

## In Motion

Engineer your ideal roller coaster, capture kinetic movement, build a race car, or ride a bike to generate electricity. See familiar Kaleideum Classics. Get energized by learning about the physics behind the way things move in **In Motion**.

# Level 2



24

## Digital Dome

Travel through space, tour the human body, explore Earth's geography, experience a laser light show, or dive into an immersive movie. In the **Digital Dome** learning environment, you'll go places you never imagined and feel like you are actually there!



*The success of today's children, regardless of what they choose to do in life, will be influenced greatly by their proficiency and comfort in STEAM. The earlier our children are exposed to STEAM, the greater their success will be.*

— L. David Mounts, Chairman  
and CEO of Inmar Intelligence

## Level 3

31	Wellness Room.....	Reserved
32	Our Nature	
	Live Animals.....	\$100,000
	AR Sandbox.....	\$50,000
	Wildlife Rescue Play.....	\$25,000
	Terrariums .....	\$25,000
	Building with Nature.....	\$15,000
	X-ray Light Table.....	\$15,000
33	Kaleideum Patio + Climber.....	Reserved
34	Storytelling	
	Stage.....	\$100,000
	Science of Reading/Book Nook.....	\$50,000
	Animation Station .....	\$25,000
35	Wonders of Water	
	Water Table (2).....	\$150,000 ea
	Water Wall.....	Reserved
	Interactive Artwork.....	\$50,000
	H <sub>2</sub> O Lab.....	\$50,000
	Fog Tunnel .....	\$25,000
	Ice Sculpture .....	\$25,000
	Musical Puddles.....	\$25,000
	Aquariums (3) .....	\$15,000 ea
	Slate Painting.....	\$15,000



Kaleideum is an integral partner with schools and families in **breaking down silos** in education and **reaching students** who may not have access to a wide array of cultural experiences.

# Level 3



## 32 Our Nature

Zoom in on bird feathers or reptile scales, explore topography or the water cycle in an augmented reality sandbox, and pretend you're a wildlife veterinarian. In **Our Nature**, you'll be surrounded by animals and nature as you investigate the constant change and surprising connections among life on Earth.

# Level 3



## 34

## Storytelling

Create an animation, tell a tale with shadow puppets, invent sound effects, and practice the science of reading with phonetics. Experience the transformative power of **Storytelling** as you are transported to new worlds and shifting perspectives.



Level 3

35

## Wonders of Water

Experience water in all its wonderful forms by controlling a waterfall, sculpting an ice block, and playing with light in a tunnel of fog. In **Wonders of Water**, the water is recycled and treated, so this is one place where it's OK to let the water flow!



# Instrumental

*Informal educational experiences are instrumental for student success. By providing whole-family engagement in a fun learning environment, we can complement and supplement our educators and schools.*

— Don Martin, Vice Chairman,  
Forsyth County Board of Commissioners

## Level 4

- 36 Little Learners ..... *Reserved*
- 37 Try It! Studio ..... *Reserved*
- 38 Rooftop Adventure
  - Event Space ..... *Reserved*
- 39 Rooftop Adventure ..... *Reserved*
- 40 Wellness Room ..... *Reserved*





Kaleideum's mission is to inspire **wonder, curiosity, and lifelong learning**  
in our children and community through interactive play and discovery.

Level

4

# STUDIO ESTUDIO



36

## Try It! Studio

Imagine, try, fail, modify, hack, iterate, collaborate, invent, create, and just have fun! Experience all of this and more in the **Try It! Studio**, a changing space with activities such as painting, construction, theater, robotics, ceramics, sketching, and so much more!

# Level 4



37

## Little Learners

Toddle into a cozy play-space for babies, crawlers, new walkers, and their caregivers. With a right-sized slide, play mats for tummy time, live fish, and comfy chairs, **Little Learners** is a relaxing space full of natural light and soft surfaces.

Level  
**4**



## **39** Rooftop Adventure

Climb the one-of-a-kind play structures and stand on the top of our city! A bridge makes this expansive experience accessible to all. Use the rooftop track as you take in the city's skyline. Spin on cocoon swings or fly down a zipline. **Rooftop Adventure** delivers play and rejuvenation for children and adults alike.



*Part of building a community is about having a vision or dreaming of what can be. When you think about our new location downtown, you think about how we've created more access, more energy, more synergy. It's an incredible opportunity!*

- David Neill,  
Honorary Campaign Chair



**SCAN ME**

## Invest in Kaleideum

**Give Now.** Check. Credit card. Heck, you can even text your contribution. We're making it as easy as possible to go **ALL IN!**

- ▶ **Checks** can be made to Kaleideum and mailed to 400 W. Hanes Mill Rd, Winston-Salem, NC 27105. Put "**All In** Campaign" on the memo line.
- ▶ **Visit <http://kaleideum.org/give-now/>** (or use the QR code on this page) to make your contribution through our secure giving site. You can even make your gift to the annual fund at the same time.
- ▶ **Text "**ALLIN4KALEIDEUM**" to 44321.** It's never been simpler to make a gift — whether its \$5 or \$5,000.

**Give Later.** You can pledge your financial commitment to the **All In** campaign for Kaleideum over a period of up to five years. And knowing that you can spread your generosity out over time may inspire you to stretch a little further. Complete the enclosed pledge card and let us know your intentions; you can structure your gift in the way that makes the most sense for you.

**Give (A Lot) Later.** Immediate gifts like those listed above are preferred, because we can expeditiously put them to use shaping Kaleideum and our community. However, you may wish to ensure your legacy by supporting the future of the Museum. Deferring your giving — through a life insurance policy, trust, retirement plan, savings account, CD, annuity, or bequest through your will — may make it possible for you to make a large, meaningful gift that will sustain and advance our work for decades.

Whew, that's a lot to consider! You may have questions. Please contact Casey Raymer, Vice President of Philanthropy, at (336) 714-7122 or [craymer@kaleideum.org](mailto:craymer@kaleideum.org). We'd love to talk to you about how you can support us today ... tomorrow ... and for generations to come.

Go All 



## We're Counting on You

For years, museums — like Kaleideum — have demonstrated their public value as educational providers and community anchors. Museums drive tourism, create jobs, attract businesses, and serve as a source of immense civic pride.

Recognizing the value Kaleideum brings, Forsyth County committed \$30.5 million toward the project, and the City of Winston-Salem contributed \$2 million for the accompanying Liberty Plaza renovation.

Generous, committed leadership donors provided strong, early momentum to bring us to this pivotal moment, and we are confident that we will all come together to meet the philanthropic challenge and bring the reimagined Museum to life.

**Now, we ask you to help us fill the space with innovative exhibits and pioneering programs that will bring joy and discovery to all Kaleideum visitors.**

The **All In** campaign to support Kaleideum must draw upon the generosity of you and the entire community. Go **All In**!

Our Goal:  Million



## ALL IN CAMPAIGN LEADERSHIP

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### HONORARY CABINET

David Neill, *Honorary Chair*

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Art Gibel  
Cindy Gordineer  
Gary Green  
Rob Greene  
Nathan Hatch  
Liz & Stan Kelly  
Anc Newman  
Cathy & Chris Pace  
Elwood Robinson  
Janet Spriggs  
Eric Tomlinson  
Brent Waddell

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Jimmy Broughton  
Drew Cannon  
Michael Clements  
John Davenport  
Rob Davis  
Harrison Dean  
Richard H. Dean  
Hunter & Sandlin Douglas  
Lee Evans  
Steven R. Feldman  
Jimmy Flythe  
Ragan Folan  
Ann Fritchman

Leslie Hayes  
Laura Holby  
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Libby & Jonathan Kelly  
Kay D. King  
Annette Lynch  
Heather & Rick Maloy  
Michael Myers  
Emily Neese  
Chrystal Parnell  
Sara Pesek  
Stacy & Matt Petronzio

Margaret Pike  
Michael Rogers  
Bill Satterwhite  
Ricky Shore  
Patti Shugart  
Ben Staton  
Coleman Team  
Marybeth & Chad Terry  
Randall Tuttle  
Peggy Valentine  
Brian Vannoy  
Win Welch  
Kristen & Jason Zaks

### MUSEUM LEADERSHIP

Elizabeth Dampier, Executive Director & Casey Raymer, Vice President of Philanthropy

# Are You **ALL** IN?

Contact Casey Raymer, Vice President of Philanthropy  
[craymer@kaleideum.org](mailto:craymer@kaleideum.org) • (336) 714-7122

[kaleideum.org/capital-campaign](http://kaleideum.org/capital-campaign)



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